EVENT FLASH

Canon USA Launches Therefore™ Information Management Software Addressing Growing Customer Need For Business And Document Process Optimization

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IN THIS EVENT FLASH

This IDC flash reviews Canon USA's recent launch of its Therefore™ information management solution in the United States.

SITUATION OVERVIEW

On Monday July 15 Canon USA announced the launch of its Therefore™ information management solution in the United States (North America, in fact). This announcement strengthens Canon's position among the handful of hardcopy vendors that are expanding into content management and related software markets such as business process management and federated search with the goal of offering its customers an end-to-end business process solution that spans capture, workflow, search and retrieval, document management and document output. Therefore is targeted to the document management needs of small and mid-range customers, and is available both to Canon MDS customers and as an independent offering. Pricing will be competitive with solutions from vendors such as Laserfiche and DocuWare.

Canon Europe purchased a 49% stake in Therefore Corporation in 2008. Therefore Corporation is based in Austria, near Vienna. (The company was founded in 2003 as ADOS; it changed its name to Therefore Corporation in 2009.) Therefore Corporation has approximately 25 employees and operates as a subsidiary of Canon Europe.

Canon launched Therefore's solution as a Canon-supported product to customers in Europe via its dealers and direct sales force in 2010, and Therefore Corporation now claims 500 customer installations in Europe. Canon AP introduced Therefore into Asia in 2011; Canon Latin America followed in 2012, launching Therefore into South America.

Canon has also been working to integrate Therefore with its hardware- and software-based document solutions including: imageWare Document Manager, imageWare Scan Manager and eCopy (which it OEMs from Nuance). Separately, Canon Information Imaging Solutions, Inc. (CIIS) offers the Canon Enterprise Application and Imaging Integration Platform and recently announced that several system integrators (Apps Associates, Fujitsu America, HyperGen, iBizSoft, Infogen, Tier 1 Inc and VolvoLLC) are developing document workflow solutions for various enterprise applications using this platform. Canon can thus offer solutions for diverse customer requirements: the Canon Enterprise Application and Imaging Integration Platform enables end-users to initiate document processing workflows from within their familiar enterprise applications; Therefore provides a purpose-built user interface that enables end-users to work directly with the document management system and initiate workflows.

Key features that Therefore ™ provides include:

Information Capture: documents can be captured into Therefore™ either by using a document scanner or by directly uploading electronic documents. Documents and files from a wide variety of file formats can then be classified, indexed and archived using Therefore™ Capture Client or Therefore™ Content Connector.

Find and Edit: Therefore™ Navigator enables users to easily find information using via text search and/or document metadata (index data), and supports Boolean logic. Therefore™ Viewer supports 200 different file types for view, edit and document check-in/check-out. Documents and files can be opened and edited in their familiar, native applications.

Security: Therefore™ securely stores information and offers complete control over document and file access. Permission settings are configurable and customizable, ensuring that only authorized persons are given access to view and/or modify specific documents. Additional security features include audit trails, version control, digital signatures and retention policies for compliance.

Workflow: Therefore Workflow (available with Therefore Essentials Edition, Therefore Enterprise Edition and Therefore Online) enables easy design and optimization of document-based business processes: its visual (drag and drop) interface for process design is geared to business users. Using Therefore Workflow,

customers can automate the flow of information throughout their organization, routing documents and assigning tasks to employees based on role, with due dates, next steps, and so forth. This gives employees a clear picture of their task list, gives managers visibility into the status and effectiveness of the business process and enables administrators to quickly identify potential bottlenecks.

Mobility: Therefore Web Access enables remote access to the Therefore system via popular Web browsers. Therefore Mobile App enables users to search for and view documents, and participate in workflows, using their iPhones, iPads or Android devices and is available for download on the Apple App Store and Google Play. Therefore Anywhere lets users take documents offline and edit them while disconnected from the network; once reconnected, all changes are automatically synchronized to the Therefore server.

Integration: Therefore integrates with many different applications, programs and solutions, including: Canon uniFLOW, Windows Explorer, Microsoft Office, Microsoft SharePoint, SAP NetWeaver and many third-party scanning solutions, such as Kofax Capture, eCopy ShareScan and eCopy PDF Pro Office. Therefore also integrates with popular e-mail clients such as Microsoft Outlook, Microsoft Exchange Server and IBM Notes.

GO-TO-MARKET

In North America, Therefore is exclusively available through Canon USA's direct sales organization and its channel partners. Initially, Canon expects its direct sales force to take the lead on selling Therefore and support its channel partners with prospect qualification, analyzing prospect needs and assisting in proposal creation.

To support Canon USA's diverse client base, Therefore is available in four editions. These include:

1. Therefore Personalm which is designed for individual users

2. Therefore Workgroup, which supports small companies or departments

3. Therefore Essentials, which is designed for small to medium sized companies

4. Therefore Enterprise, which focuses on medium and larger organizations that wish to automate multiple document workflows

All four versions are available as on premise server-based solutions with a variety of options for user licensing, along with addons for capture. A cloud-based edition of Therefore will be available in the fourth quarter of 2013. The cloud-based solution is expected to provide the same functionality as Therefore™ Enterprise Edition, but will offer subscription-based pricing for those who don't want to support an on-premise server.

FUTURE OUTLOOK

IDC expects to see hardcopy peripheral vendors continue to bring a variety of software and services offerings to market as they transform themselves into business information management providers. Customers are extremely motivated to reduce the amount of paper documents they need to deal with (both for printing and storage) and to streamline and optimize business processes that include both paper and electronic documents. Hardcopy peripherals vendors have been acquiring software companies to expand into new and adjacent market opportunities -- focusing on amassing the key components for business/document workflow automation and optimization including intelligent capture, content management, business process management and federated search – and to enhance their services offerings – adding consulting/implementation services to their outsourced managed print and document services. Canon has invested in IRIS, Uniflow and Therefore. Other examples include: HP's acquisition of Autonomy; Lexmark's acquisitions of Perceptive, Pallas Athena, Brainware, and ISYS. In addition, other major MPDS vendors such as Xerox and Ricoh are using services IP and software partnerships to pursue the same opportunities.

Canon, like other hardcopy vendors will need to differentiate its positioning and value from major enterprise software vendors and systems integrators that customers often see as more top-of-mind for solving business process challenges. Hardcopy vendors can exploit gaps that enterprise applications do not address. Paper remains a major challenge in business, accounting for 40% of documents used each day: 90% of document management is either for paper-only documents or a combination of paper and electronic documents. Streamlined and optimized processes provide huge benefits for customers from cost reduction to time-to-revenue, greater visibility/control, enhanced collaboration and more rapid innovation, and often deliver high ROI in less than 6 months. Such investment better align IT with an organization's business goals.

Canon is clearly on the right path based on customer needs and competitive differentiation!